31 January 1997

STANDARD OPERATING PROCEDURE D65-01-09

From: D65
To   D65 Division

Subj: DIVISION PROPOSAL PREPARATION

Encl: (1) SAMPLE PROPOSAL COVER LETTER

1. Purpose. To establish a system and provide instructions for preparation of Division proposals.

2. Scope and Application. This procedure applies to all proposals submitted to potential sponsors/customers by the Division.

3. Policy. This procedure provides both the major sections and information to be included and the format. Please note that this procedure identifies the minimum requirements. All proposals submitted to potential sponsors/customers for programs or projects of at least $50K value will be in the following format:

  a. Cover/Title Page
  b. Introductory Cover Letter
  c. Table of Contents
  d. Governing References, DOD and/or Military Standards and documents
  e. Executive Overview (recommended for complex and/or "high dollar" projects)
  f. Background
  g. Task or Program Objective
  h. Statement of Work (SOW)/Task Description(s) including Work Breakdown Structure (WBS)
  i. Cost Summary
  j. Resource Requirements
  k. Schedule with Milestones
  l. Appendices/Addendum's (as required)

4. Procedure. Specific instructions and requirements for proposal sections are contained in the following paragraphs.

  a. Cover/Title Page - The Cover/Title Page, as a minimum, should contain program title, task number(s), date, document number (controlled by the Branch Head), "prepared by" name and

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signature of the program manager, "approved by" names and signatures from the Branch and Division Heads, and the name, organization, and address of the sponsor/customer.

b. <u>Introductory Cover Letter</u> - The Introductory Cover Letter, which immediately follows the Cover/Title Page, briefly introduces the proposal. This letter will be signed by the Division Head for all proposals for funding of $50K and above. All others will be signed by the Branch Head. A sample Introductory Cover Letter is shown in Enclosure (1).c. <u>Table of Contents</u> - Self-explanatory

d. <u>Governing References, DOD and/or Military Standards and documents</u> - This section contains a list of those references (including program tasking letters and applicable "program-unique" guidelines), standards, and documents that define how technical and administrative requirements will be met. These documents are those that are <u>directly</u> applicable to the program.

e. <u>Executive Overview</u> - The Executive Overview should be included for complex and/or "high dollar" programs particularly if the proposal will be reviewed by an executive-level sponsor/customer. The overview should contain a brief task or program objective statement, a summary of the tasks and resource requirements, and the total cost. "High dollar" and/or "high risk" (cost, technical, or schedule) tasks should also be included.

f. <u>Background</u> - This section should contain relevant historical data leading up to the need for and establishment of the tasking(s). A brief description of the system should also be included. This demonstrates to the potential sponsor/customer a clearer understanding of program requirements and where they came from.

g. <u>Task or Program Objective</u> - The Task or Program Objective should specifically identify objectives to be attained/program requirements to be satisfied by accomplishment of assigned taskings. This can be a restatement of the program objective initially identified by the sponsor/customer in the tasking letter.

h. <u>Statement of Work (SOW)/Task Descriptions</u> - This section should contain a complete description of all tasks/requirements and how they are to be accomplished. Program taskings should be organized in a WBS particularly with complex programs containing many diverse taskings. Each task, both discrete and level-of-effort, should be traceable back to the sponsor/customer tasking letter and SOW. "Deliverable" products (i.e. hardware, software, boards/modules to be repaired and delivered, analyses etc.) should be clearly identified.

i. <u>Cost Summary</u> - The Cost Summary should contain specific cost data, including billing rates for personnel, relative to each specified task. Cost data should specifically address personnel, material, subcontract (if required), equipment (i.e. test equipment), and facilities

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required to support the program. In cases where cost trade studies were performed, cost data should be shown demonstrating that the most cost-effective approach was taken. If certain tasks contain risk and uncertainty, costs should include reasonable "uncertainty factors" that should be identified. The Cost Summary should contain the cost data for all tasks and total cost that is easily understood and justified.

   j. Resource Requirements - Resource requirements should include identification of all resources required to perform program taskings. For material, equipment, and facilities, this section should specify whether resources are "new", "existing", Government-furnished, leased, or Contractor-furnished. If a subcontractor is to be used, identify the subcontractor and specifically what tasks it will perform (Note - this will be a restatement of what should already have been shown in the SOW/Task Description and Cost Summary sections).k. Schedule with Milestones - The Schedule with Milestones should relate directly to the WBS and contain all tasks. If possible, the Schedule should show task interrelationships and "critical path". If the sponsor/customer has furnished a Program Master Schedule, task relationships to key relevant program milestones should be shown. Finally, the Schedule with Milestones should contain names and signatures of key personnel supporting the program.

   l. Appendices/Addendum's - Appendices and addendum's should be used as "backup" or supporting data particularly with complex, multi-faceted programs.

5. Administration. The Division Head will review and approve all proposals for programs valued at $50K or more. Proposals for less than $50K require only the Branch Head's approval. The Division Head may direct a proposal review with key staff and Branch Heads as required.

                    THOMAS S. DODSON

SAMPLE PROPOSAL COVER LETTER

DEPARTMENT OF THE NAVY
NAVAL COMMAND, CONTROL, AND OCEAN SURVEILLANCE CENTER
RESEARCH, DEVELOPMENT, TEST, AND EVALUATION DIVISION
SAN DIEGO, CALIFORNIA 92152-5001

(Date)

From: **(Division or Branch Head)**
To: **(Sponsor/Customer Name, Organization and Address)**
Subject: **Proposal Submittal - (Proposal Title)**
Encl: **(1) Proposal Title**
            (2) Additional enclosures as required

1. The Test Engineering and Restoration Division is pleased to submit (Proposal Title and date) for your review and consideration. Tasks and associated costs are in support of (include general task or requirements statement). More specifically, this Proposal contains a Statement of Work with detailed descriptions of tasks to be performed, resources required to accomplish the tasks, a cost summary clearly identifying all associated costs to perform the tasks, and a schedule with milestones.

2. We eagerly await your response and stand ready to support your program requirements. Please direct your technical and administrative questions to either (Branch Head and Phone No.) or (Program Manager and Phone No.).

3. We look forward to serving you and being a part of your team.

Respectfully,

(Division or Branch Head)

Enclosure (1)